

## Telestar and Telefunken trade names in Finland

We have studied together with radio hobby friends the “Telestar trade name in Finland” to find some back ground information how it was born. This wasn’t so easy but anyhow enough facts were available to make or at least to estimate why this trade name was adapted in Finland for the time frame 1950 -1956 (or 1957). In the following is a very brief summary of roots. Please notice that “Telefunken” will have partly two branches.

1. In 1920 German AEG established a daughter company into Helsinki, Finland by name Sähkö Osakeyhtiö A.E.G., and German AEG had 99,7% ownership of it. Basically the business consisted the full AEG product range including also Telefunken, which was own group in Finnish AEG.
2. In 1940 they started a small scale production or assembly of Telefunken radios in Helsinki by Telefunken -radio factory. Exact information about models and volumes has not yet found. It might be based to chassis and /or components imported from Telefunken of its sub manufactures (contractors).
3. In September 1944 Finland and Soviet Union ended up to intermediate peace agreement (*truce agreement*). The agreement also included that German owned property in Finland, which had some direct or indirect connections to war operations here, had to be surrendered to Soviet Union. There were about 35 companies, which this affected, and AEG company in Helsinki was one of those.
4. Surrendering did not happen directly to Soviet Union but to Finnish State organization NOH = Neuvosliiton Suomessa olevan omaisuuden hoitokunta. (*Administrative Organ of Soviet Union Proprieties in Finland*). Soviet Union got majority of shares in those surrendered companies.
5. On demand of Soviet Union, the surrender property was released from Finnish state organ obligations at 17.6.1947 and moved to direct ownership of Soviet Union.
6. Original **AEG-Telefunken radio factory (Helsinki)**, which just after the war was temporary owned by Finnish owners and registered by a new name Oy Radioteollisuus Ab was soon added to “must surrendering” group. Radioteollisuus- company was running by Finnish management and it made radio receivers and other related products by name RATEO. After the action of ownership change (5), also Telefunken trade name was used on the products they made.
7. Oy Radioteollisuus Ab was renamed as AEG radio factory abt. 1948 and operated partly under soviet management. On their products AEG radio factory used Telefunken trade name until the factory was closed abt. 1954-55.

## Sähköliikkeiden Oy, Telestar

8. In 1945 a group of Finnish private investors established a new company **Sähköliikkeiden OY (SLOY)** for acting like wholesaler of electrical products and materials. Some of those persons had previously worked as employees at the original Sähkö Osakeyhtiö AEG and also had old contacts with persons at West -AEG in Germany. In 1950 SLOY and (West) German AEG made a distributor agreement for Finland and co-operation began. At the same time a similar agreement was made with Telefunken Drahtlose Telegraphie m.p.H., Hannover.
9. Telefunken Trade name was registered in Finland by Sähkö Osakeyhtiö A.E.G (look at point 1.) and this company belonged to Soviet Union as told above. So Telefunken G.m.b.H. could not use their own “Telefunken trade name” in Finland. New trade name **TELESTAR** was adapted for business, which happened via SLOY sales channels.

10. We don't know to name was settled on. Any hint about this has not found until know. We assume that it might have German background?
11. SLOY imported Telestar labeled electronics components for industry and service. Well known are radio tubes, FM-tuners, and radio receivers. Telefunken made also radio receivers, from which Telefunken names were replaced by Telestar. Also Finnish company Salora Oy made at least one Telestar radio receiver, partly from Telefunken kit, for the SLOY.
12. "East" Sähkö Osakeyhtiö AEG's business was not very successful and they made losses over several years. Naturally they did not have any business connections to West Germany AEG. Also Telefunken brand name divided on the business and legal side. So the result was that Finnish Company Oy Rego Ab bought at the end of 1954 "East" AEG company's share majority and assets, which included also Telefunken trade name in Finland. Next year at 04.Aug.1955 Oy Rego Ab traversed the Telefunken trade name's all rights to SLOY management's free use. The last step happened at the autumn of 1957, when the Telefunken Trade name in Finland was registered as the asset of Telefunken G.m.b.H .
13. Original Telefunken trade name and products have returned to Finnish markets and Telestar became obsolete.

## Final conclusions

Telestar in Finland was just a tradename, which was used for West Telefunken products during the time frame 1950 -1956 (1957).

Telefunken Trade name, which was used in Finland and mainly in Finland, made products after 1947 until 1955, and had no connection to West Telefunken. Some information and documents of these products are available but rather limited amount.



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Text in English:

TELESTAR- By this name shall products, made by Telefunken Gesellschaft für Drahtlose Telegraphie m.p.H., Hannover, be represented in Finland. Sähköliikkeiden Oy, Helsinki [Ad from Radio magazine nro. 4-1951]



Tuotteemme myydään  
Suomessa jälleen  
alkuperäisellä  
nimellä

**TELEFUNKEN**

TELEFUNKEN G. m. b. H. (Hannover)

Päädustaja Suomessa:

**SÄHKÖLIIKKEIDEN OY**

Helsinki, Formestarinrinne 8, puh. 11 501

*94 Radio Nro 4/1955*

TELEFUNKEN; Our products will be sold in Finland again by the original name of TELEFUNKEN.  
Telefunken G.m.b.H. (Hannover)

Main distributor in Finland: Sähköliikkeiden Oy [Ad from Radio magazine nro. 4-1955]